

ROB L. PHILLIPS  
Nevada Bar No. 8225  
[Rob.phillips@fisherbroyles.com](mailto:Rob.phillips@fisherbroyles.com)  
FISHERBROYLES, LLP  
5670 Wilshire Blvd.  
Suite 1800  
Los Angeles, California 90036  
Telephone: (702) 518-1239  
*Counsel for Plaintiff*

**UNITED STATES DISTRICT COURT  
DISTRICT OF NEVADA**

**WEBSITE MANAGEMENT SYSTEMS,  
LLC, a Nevada Limited Liability  
Company**

Case No.: 2:20-cv-00213

**Plaintiff**

V.

BENJAMIN DAILEDA, an individual residing in Nevada, MELVIN OMAN, an individual residing in Nevada, DEVAN HIRST, an individual residing in Nevada, YES WE WILL, INC., a Nevada Corporation, and DOES 1-X.

**DECLARATION OF THOMAS F. CIRO IN  
SUPPORT OF MOTION FOR  
PRELIMINARY INJUNCTION**

#### **Defendants.**

## **DECLARATION**

I, Thomas F. Ciro, declare as follows:

1. I am the General Sales Manager for Website Management Systems, LLC (“WMS”). I was hired by WMS on March 29, 2012.

2. On January 24, 2020, I talked to Roosevelt Smith who had signed a contract with WMS to provide search optimization services. He identified 1<sup>st</sup> Page Group as the company that contacted him and attempted to persuade him to leave WMS using the same sales pitch, pitch materials, including website demo, and search engine optimization process as WMS.

3. On February 27, 2020, I talked to Mark McVey who had signed a contract with WMS to provide search optimization services. He identified 1<sup>st</sup> Page Group as the company that

1 contacted him and attempted to persuade him to leave WMS using the same sales pitch,  
2 pitch materials, including website demo, and search engine optimization process as WMS. He  
3 demanded a refund of \$6500 because he was unhappy after hearing and seeing the same sales  
4 pitch, pitch materials, including website demo, and search engine optimization process as WMS  
5 after being told by WMS that it's processes were unique.

6 4. After learning that another company was formed by ex-employees of WMS to  
7 compete with WMS using the same using the same sales pitch, pitch materials, including website  
8 demo, and search engine optimization process as WMS, I participated in a call as a prospective  
9 customer of 1<sup>st</sup> Page Group. I immediately realized from the voice that the person calling  
10 himself James Webb at 1<sup>st</sup> Page Group was in fact Ben Daileda who I had worked with for 7+  
11 years at WMS.

12 5. During the prospective customer call I also learned that 1<sup>st</sup> Page Group was using  
13 the same sales pitch, pitch materials, including website demo, and search engine optimization  
14 process as WMS. In some cases the materials were word-for-word the same as WMS.

15 6. I am personally aware that it has taken many years for WMS to develop its  
16 process for sifting through directories and other information to be able to efficiently identify the  
17 bad and the ugly leads versus the quality leads for its business. That is, it has taken years to  
18 perfect and optimize the process.

19  
20 I declare under penalty of perjury pursuant to the laws of the United States of America that  
21 the foregoing is true and correct.  
22

23  
24 Dated: March 2, 2020



25 THOMAS F. CIRO  
26  
27  
28